

## CHARLOTTE R. TRITCH

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### EDUCATION

#### UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS

*Master of Business Administration, concentrations in Marketing and Economics*

Chicago, IL

June 2002

#### INDIANA UNIVERSITY

*Bachelor of Arts in English, minors in German and Sociology*

Bloomington, IN

May 1996

### EXPERIENCE

#### UNIVERSITY OF KANSAS SCHOOL OF BUSINESS

Associate Director of Entrepreneurship Programs

Lawrence, KS

June 2011 - present

- Teach 400 level undergraduate courses in entrepreneurship with a strong emphasis on experiential learning.
- Serve as the faculty advisor for the KU Entrepreneurship Club, and assist with the management of the Jayhawk Consulting MBA group

#### CHARLOTTE TRITCH MARKETING CONSULTING LLC

*Assist clients with brand strategy, customer analysis & marketing plan development*

Lawrence, KS

Oct 2010 - Aug 2011

#### THE OLIVIA COLLECTION

*Locally-owned management company operating three boutique hotels*

Lawrence, KS

Marketing Director

Jan – Oct 2010

- Developed strategic marketing function for the organization including overall branding efforts, customer targeting, and marketing planning for three hotels and their amenities – including five restaurants, two bars, a spa, and a multi-level nightclub.

#### PAYLESS SHOESOURCE, INC.

*Largest specialty family footwear retailer in the Western Hemisphere*

Topeka, KS

Marketing Manager, Women's Footwear & Accessories

Jan 2007 - Dec 2009

- Responsible for developing and leading strategic marketing efforts for the women's footwear and accessories businesses, including licensed, designer, and private label brands.
- Served as key marketing liaison role to cross-functional partners in creative, visual merchandising, buying, design, store operations, and product development departments.
  - Marketing communications, creative and promotional development
    - Developed strategic direction and messaging for consumer advertising, trade advertising, in-store signage, packaging and promotional elements.
    - Led strategic revisions to the promotional calendar using customer segmentation data analysis.
    - Managed alignment to each brand's vision and creative standards.
  - Guest designer partnerships
    - Managed all guest designer programs (Lela Rose for Payless, Abaeté for Payless, alice+olivia for Payless, Patricia Field for Payless & Christian Siriano for Payless).
    - Responsibilities included licensing contract development and negotiation, logo and packaging development, development of marketing plans, management of New York

- Fashion Week programs, and collaboration with public relations team.
- Brand development
  - Partnered with creative and merchant teams to develop brand identity, positioning and consumer archetypes for new brands added to the portfolio.
  - Launched zoe&zac, first eco-friendly brand at Payless. Managed brand identity development, consumer research, logo/packaging development, and spokesperson agreement. Heavily involved in product development process.
- Cause marketing
  - Led annual Breast Cancer Awareness program during Breast Cancer Awareness Month, executed in over 4,500 Payless stores.
  - Developed national partnership with The Nature Conservancy's Plant A Billion Trees Campaign, launched for Earth Day, 2009.

**ALBERTO CULVER USA, INC.**

Melrose Park, IL

*Global packaged goods company with a portfolio of hair and skin care products*

Brand Manager, Nexxus Salon Hair Care

October 2005-December 2006

- Responsible for managing several aspects of this key strategic business acquired by Alberto Culver and re-launched from salon-only distribution into a mass retail environment.
  - Brand strategy
    - Key player along with CMO, brand director, and research team in brand positioning development and refinement. Involved in-depth investigation of the salon consumer, through major channel transition from salon to mass retail while maintaining salon equities.
  - Public relations
    - Key liaison to New York based PR agency charged with managing beauty editor relationships with major fashion and beauty publications.
  - Media strategy / planning
    - Responsible for developing overall media strategy and execution in conjunction with media buying agency. Included print, TV, out of home, and interactive efforts.
  - Advertising development
    - Led all print advertising efforts for the brand, and was heavily involved in television advertising strategy, development, and production.
    - Led development of a special advertising unit featured in several major fashion/beauty publications. Included leading concept development/refinement, media placement, strategy, budget, casting, hairstyle trend identification, and overall styling for the shoot.
  - Interactive strategy
    - Responsible for developing and executing complete Nexxus interactive strategy as a critical medium for the sophisticated salon consumer seeking product and style information, including multi-million dollar advertising campaign.
    - Led complete website redesign and development including improved navigation, updated imagery, interactive product recommendation features, and video elements.
  - Retail programming & promotions
    - Acted as key liaison to sales and trade marketing; planning and execution of retail promotions and point-of-sale activities.
    - Spearheaded development of exclusive holiday "gift with purchase" program for major national retailer including concept development, packaging development, pricing, in-store display, and cross-functional team management.
  - Financial management
    - Led day-to-day P&L management of brand including monthly top line forecasting, coordination with field sales teams, line by line expense and profit management.

Brand Manager, Consort Hair Care for Men

May 2005-October 2005

- Autonomously managed multi-million dollar business including brand strategy, advertising, market research, public relations, media, retail programming, packaging and financial management.
- Developed and managed company's first ever NASCAR sponsorship designed to revive an outdated brand suffering from low consumer awareness.
- Managed celebrity spokesperson relationship including contract negotiations and media tour.

Assistant Brand Manager, Consort Hair Care for Men May 2004-May 2005

- Led major brand re-launch from concept development through commercialization, including 6 new products in highly competitive men's grooming category.
- Selected as the leader of a highly visible syndicated data base restatement project requiring buy in of senior management, leadership of both internal and external vendor teams, and strategic understanding of the complex and dynamic multi-billion dollar hair care category.

Assistant Brand Manager, TRESemmé Hair Care June 2003-May 2004

- Led launch into Canada—the brand's first international expansion.
- Managed new product development efforts from exploration to commercialization—concept writing, qualitative and quantitative consumer testing, formula, packaging and fragrance development.
- Led in-store promotional efforts including complete redesign of point-of-sale materials.

Brand Associate, TRESemmé Hair Care June 2002-May 2003

- Managed brand financials, production forecasting, and business analyses including syndicated category & brand data.
- Led development and execution of national and retailer specific promotions; launched new brand web site.

**FORD MOTOR COMPANY**  
*Global automotive manufacturer*

Dearborn, MI & Irvine, CA

Marketing Leadership Program MBA Intern Summer 2001

- Developed comprehensive product and marketing strategy to attract and maintain "Generation Y" customers, as part of a four member MBA intern team.
- Delivered psychographic analysis, attitudinal segmentation, "scorecard" for product and marketing analysis, and episodic marketing plans; presented findings to over 100 marketing executives.

**HEIDRICK & STRUGGLES INTERNATIONAL, INC.**  
*Leading retained executive search firm*

Chicago, IL

Associate, Industrial Practice

1998-2000

- Designed search strategy and managed research process.
- Developed candidates by detailed evaluation of career progress, accomplishments, and responsibilities
- Assisted in marketing and progress meetings with clients, involving the preparation of detailed presentations to senior-level executives.

**COOK ASSOCIATES, INC.**  
*Privately owned executive search firm*

Chicago, IL

Manager, Packaging Division

1998

Recruiter Associate, Industrial Division

1996-1997